

Appendix F—Stakeholder Interview Report

CITY OF MOUNTAIN VIEW RECREATION PLAN

Stakeholder Interview Summary Report

**Draft #1
June 22, 2006**

Introduction

This report summarizes the results of the "stakeholder interviews" conducted as part of the public outreach activities of the City of Mountain View Recreation Plan. The interviews provided assessment of the key issues, perceptions and opinions in the Mountain View community through one-on-one interviews and roundtable discussions involving no more than three stakeholders. The information derived from the interviews is folded into Phase I of the three-phase planning process. Phase I includes the data collection, which involves the overall public input process that identifies the needs of the community, related to parks, recreation and community services. Phase II will include review and analysis of the data and Phase III will be the development of the Recreation Plan document with recommendations.

For the purposes of this report, parks comprise the public infrastructure that includes parks, community centers, senior centers, trails, sports fields, open space, skate parks, playgrounds, wilderness or nature areas, etc. These facilities are essential to preserve the environment, promote health and wellness, create places for families and the community to gather, as well as become anchors to the community or neighborhood, strengthening the sense of pride and belonging residents have to each other and their city.

"Programs" and "community services" in this report refer to recreational activities that are designed and delivered to promote youth development, health and wellness,

lifelong learning, safety and security, economic development, sense of belonging and strong community for all age groups. Recreation and community services are an important consideration relative to park spaces as they serve to connect people to people and people to places, unique to their community.

The stakeholder interviews provided a forum for direct and candid dialogue about the Recreation Plan. It was an opportunity for individuals that have a vested interest in the success of this Plan to become connected to the process and to assist in providing input as to the key issues, opportunities and community concerns. They gave input as to the role they envision the Recreation Plan will play in supporting the community by mitigating issues and supporting residents' quality of life.

Process Overview

Interviews were conducted in one-on-one or not more than three in a discussion formats. They were held on Wednesday, June 7, and Thursday, June 8, 2006. Each of the interviews were conducted over a period of 45 to 60 minutes. Twenty-nine (29) interview sessions were held with a total of thirty-one (31) stakeholders being interviewed.

Selection of Interviewees

Interviewees were selected by staff and were determined based on their interest in parks and recreation for their community. They were also selected on the basis of their insight and/or knowledge about the community related to parks, recreation and community services. Although there are many individuals in the community that can fit this framework, it is seen as only a first step of many to collect information from residents. A list of those interviewed is attached to this report.

Common Themes and Issues

Common themes began to emerge from the stakeholders as the process evolved. As a way to organize the discussions and this report, those themes have been summarized and are listed below by each of the questions posed during the interviews.

It is important to note at times the interviews became informal discussions going outside of the intent of the question. Consequently, these responses were not included in this question's summary. This information, however, will be integrated into other aspects of this recreation planning process as well as this report, where appropriate.

1. What are the most important community characteristics that make Mountain View a great place to live, work and play?
2. What do you consider the most important issues facing the Mountain View community that can have a negative impact on those important characteristics we just discussed?
3. In what ways can parks, recreation and community services support the community as well as mitigate those issues?
4. What is the most important goal for the Recreation Plan to achieve?
5. Identify one program most important to have recommended as a part of the Recreation Plan process.
6. Identify one facility most important to have recommended as a part of the Recreation Plan process.

STAKEHOLDER INTERVIEWS

The following lists the stakeholder responses for each question posed.

Stakeholder Questions and Responses

1. What are the most important community characteristics that make Mountain View a great place to live, work and play?

PLEASE NOTE: Responses for this question have been categorized into two areas; one for community characteristics and the second category for amenities.

Characteristics

Community characteristics can be defined as the social aspects of a community that make it desirable.

- Small-town atmosphere
- Sense of community
- Walkable
- People are friendly
- A real little place
- Lots of community gathering places
- Friendly place

- Cozy, small-town feel
- Friendly
- Perceived as very safe
- Gorgeous
- Small community feeling
- A jewel that is diverse but maintains a hometown feel, down to earth, not snooty
- Friendlier, less pretentious than some of our neighboring cities
- A safe place to raise a family
- Progressive politics
- A great place to relax
- Good place to raise families
- Diversity
- Unique sense of place
- Safe
- Leadership with a vision
- Strong sense of community

Amenities

Amenities are those features of the community that are more physical in nature or are a result of some physical attribute.

- Full-service community taken care of by professionals
- Clean
- Service groups and individuals collaborate to provide services
- People are involved
- Trees, parks, athletic fields
- A beautiful, clean place
- Great downtown
- Revitalized downtown
- Central downtown area
- Architecture is very good
- Approachable, friendly government that is knowledgeable
- Nice trails and parks
- Kids are successful because of schools
- Library events
- Parks are great
- A lot of neighborhood parks
- Green space opportunity
- Increased access to open space
- People value and care for diversity
- A lot of land such as Shoreline
- Don't have to travel far to get to facilities
- Impressed with community collaboration to help kids

- Accessible government
- Healthy kids
- Everyone works together.
- City Government
- Good collaboration amongst service providers
- Best managed city in the area
- Downtown
- Performing arts—fabulous shows
- Castro Street is a fun place
- Festivals
- Families come to see Mountain View because of the festivals
- Transportation is good
- Shoreline Park
- Great downtown with good restaurants and shopping
- Green and well, beautifully landscaped
- Very wise and thoughtful City government, strategically efficient with fiscal resources
- Huge corporations raise credibility of community to attract other business
- Groups come together to collaborate to provide services
- Kids are exposed to different cultures
- A very collaborative community
- People volunteer for their community
- Engaged and participatory citizenry
- High value on organized sports
- Programs are affordable
- Government appreciates value of having bilingual staff
- City is a resource for jobs

2. What do you consider the most important issues facing the Mountain View community that can have a negative impact on those important characteristics we just discussed?

- Population
- Gangs
- Building is increasing high density
- Not linking neighborhoods with high density of building
- Access is limited
- Good planning is not occurring
- More on how to get services to people
- Housing is not affordable
- Health and wellness
- Status issue relative to neighboring cities
- Mom-and-pop stores cannot compete with box stores
- How to assist in academic success for our schools and students

- New people that are coming in have a huge learning curve
- Closing of Slater and drawing of lines for schools
- Disaffected youth
- Gangs and crime
- Staff that are not educated in recreation
- Poverty in the community
- Substance abuse
- Castro Valley neighborhood and school
- High-density housing and population
- Unsupervised kids
- Competing needs for same resources which are limited
- High level of transient population
- Second-language issues
- Increased outreach to community
- Population is increasing for high schools
- More people are sending their children to private schools
- People are working more—overscheduled
- No activities for teens
- Need to increase activities for kids
- Kids need to have a place to hang out
- Need increased staff for school resource officer program
- Cost of living is rising, level of income is declining
- Declining resources
- No long range plans for youth
- Increased access to school sites for programs and services
- Staying current with community needs—change is occurring too quickly
- Loss of space, losing land
- Mix between private and public access to land
- Balance of single-family houses and apartments
- Affordable housing
- Diversity is being impacted as a result of unaffordable housing
- Increased crime with youth gangs
- Drugs
- Loss of any large businesses
- High cost of living/housing is not affordable
- Having a good understanding of different ethnic group's culture and engaging them in the process
- Dual-income families working three to four jobs to survive
- Challenges for youth and gangs
- Unsupervised youth
- Uninvolved/over involved parents
- Children's health
- Traditional sports don't work for all of today's kids
- Split division of socioeconomic community—haves/have nots

- Cost of living, affordable housing
- Employee base is declining due to housing costs
- Losing our diversity
- Lack of parent involvement because they have to hold so many jobs to live
- Housing is too expensive for young families
- Some neighborhoods may have gang issues
- Some immigrant groups may be taking advantage of the social welfare system

3. In what ways can parks, recreation and community services support the community as well as mitigate those issues?

- Great open space plan
- Small park serves as a gathering place for neighborhoods
- Promote sense of community/belonging
- Sense of community promotes safety for all
- Beef up teen programs, places that are "cool" for them to go
- People don't know about the programs
- Need more publicity
- Bookmobile is being nixed in neighborhoods—help to restart this valuable program
- Bring community to safe gathering places to grow, learn and interact
- Maintain what we do have
- Continue after-school programs
- More input from youth at high school level
- Increase programs for youth at high school level
- More recreational, less competitive sports
- Innovative ways to provide services and programs—think out of the box!
- Increased efficiency with field maintenance
- Promote quality of life
- Serving families
- Good places to go
- Improve and increase walkability throughout City
- Have a vision emphasizing sports, academics, arts and music targeting third, fourth and fifth graders
- Increase role of collaborator developing a community connected web of services
- Kids need a place and/or programs that are activity based for out-of-school time—Library is not always a good place for them because they have too much energy to sit and read, homework
- Diversion programs to keep kids out of trouble
- Mobile recreation
- Develop/expand neighborhood park system
- More parks like Mercy/Bush Park

- Collaborate more on special events to market and promote a vibrant downtown
- Establish a stronger, more active voice for youth—youth advisory group(s)
- Increase intern opportunities at school sites

4. What is the most important goal for the Recreation Plan to achieve?

- A new community building
- Increase involvement and accessibility
- Staffing needs to be increased relative to more services
- More programs at Deer Hollow Farm
- Increased ranger programs
- Ongoing systematic evaluation and assessment should be conducted
- Respond with evaluative criteria
- Reclaiming and identifying additional areas for public use (Old Sears at San Antonio Road and El Camino Real)
- Supporting young adults and families
- Develop a position that is a community coordinator of resources and services that are connected towards a common vision
- Staff will have a tool that will help them systematically determine programs
- Creation of an advocacy group
- Be a document that is flexible as possible
- Active programs for youth
- Knowledgeable and skilled staff that are bilingual.
- Have PAL collaborate more with the youth programs
- Serve those at the local level first
- Priority to residents for their public services and facilities
- Keep everything affordable
- Language-sensitive publicity and programs
- Continue to maintain what Recreation has built, strengthen it
- Expand after-school programs

5. Identify one program most important to have recommended as a part of the Recreation Plan process.

- Increase before- and after-school programs for preschool youth (summer too!)
- Parent and child interactive events and programs at a school site in the evenings
- Keep Leadership In Training Program—Strengthen it/expand, it is great!
- Maintenance of athletic fields should be done by staff, not volunteers
- Increase after-school activities that are diverse and accessible for all
- PAL program collaboration increased participation
- Weekly movies in the park

- Drop-in care with extended hours for commuting parents that work in Mountain View but live somewhere else
- Dance lessons
- More events that will bring people into the community to spend their money
- After-school activities for latchkey youth
- Help parents that have two to three jobs and have young families
- Parent-education that is an outreach program
- Mobile recreation
- Programs for school-aged youth 17 to 24 years
- Need organizational capacity to expand services
- Increase programming for teens
- Direct family services, resources and referral
- Events and activities that engage families and strengthen them
- Dance
- Spanish-speaking instructors
- A team to identify how to get healthy foods and healthy eating habits at after-school programs and sports activities
- Bring in a jazz concert
- Dance for all age groups

6. Identify one facility most important to have recommended as a part of the Recreation Plan process.

- A new community center
- Increase barbeques
- One (1) 90' baseball (Bobby Sox complex at Shoreline)
- Downtown teen center
- Field out at Shoreline
- Long-term plan for youth facilities
- Youth day-care facility
- An intergenerational community center
- A new community center building that displays community values like the new Library—sense of civic pride
- A teen center like Santa Clara
- Space for youth sports—it is a crunch to get into existing sports/athletic facilities
- Transportation to Shoreline park
- A youth bus
- More classroom space
- A larger stage for downtown where schools can have large performing arts events
- Put another restaurant at the Shoreline park or a food court